

Floral Designer

- Course Length: 80 Clock Hours
- Maximum Enrollment: 16 Students
- Instruction is conducted on a full-time basis of 8 hours per day, 5 days per week. 9:00am - 5:00pm

1. Fundamentals of Floral Design - 17 hours

A. Basic Design Principles, i.e. balance, harmony, proportion, depth, and dimension, rhythm, etc.	3.0 hr
B. Exploration of the color wheel - color harmony, color psychology, monochromatic schemes versus contrasting or complimentary color schemes.	2.0 hr
C. Basic material usage - mediums, working mechanics, design aids and accessories.	8.0 hr
D. Preparation and care of cut flowers - various preservative, special conditioning, storage and vase life.	2.0 hr
E. A flower usage presentation - the varied uses of an individual flower type.	2.0 hr

2. Floral Arrangements - 27 hours

A. Production design, designing for profit.	4.0 hr
B. Unique concepts and techniques of the Rulloda design theory for practical application and daily usage.	4.0 hr
C. Decorative foliage treatment.	3.0 hr
D. Basic design shapes for every-day use in retail floristry.	13.0 hr
E. Plant care, European planters and decorative treatments of planters.	2.0 hr

3. Sympathy Design - 8 hours

A. Sympathy tributes for all ages - set pieces, slumber room arrangements, flat and casket pieces, lid settings, easel sprays. Current sympathy trends in the floral industry.	8.0 hr
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4. Wedding and Personal Flowers - 16 hours

A. Basic corsage preparations and designs, stemming and wiring techniques, bow and ribbon treatments.	6.0 hr
B. Special presentation of unique and contemporary designs for varied uses as in shoulder, wrist or hairpieces.	2.0 hr
C. Wedding Work - the wear and carry pieces for the traditional and contemporary bride.	8.0 hr

5. Shop Operations - 8 hours

A. Pricing for profit.	2.0 hr
B. Merchandising.	1.0 hr
C. Buying	1.0 hr
D. Advertising.	1.0 hr
E. Floral delivery and set-up.	1.0 hr
F. Sales and salesmanship.	1.0 hr
G. Wire service information.	1.0 hr

6. Field Trip - 4 hours

A. Exploration of wholesale supply and flower sources.	4.0 hr
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7. Materials

Due to the nature of these courses, all flowers, floral materials and supplies needed are included in the TUITION fees. Floral hand tools are required but may be purchased either from the school or from a floral supply house (at the student's option). Advanced study students are expected to already own their own tools as they are practicing florists in the industry.